

Foot-Prints



for the
Retail Trade
of Canada

June
1914

CANADIAN CONSOLIDATED
RUBBER CO. LIMITED

MONTREAL

28 BRANCHES THROUGHOUT CANADA

HOW TO TAKE CARE OF RUBBERS

IF a reasonable amount of care is taken with rubber boots and shoes, they will give much longer and better service.

Do not leave them out in the cold at night, as extreme cold makes them brittle and easily broken.

Oil, grease and milk will soften rubbers and make them porous.

Rubbers should not be left exposed to the sun. Artificial heat will also take the life and strength from rubber footwear.

After wearing rubber boots, they should be placed upright, with the tops open, in a cool, dry place, so that they will dry out. The linings will mildew and rot if allowed to remain damp on the inside. The dampness comes from perspiration of the foot.

WHEN SELLING RUBBERS, TELL THESE FACTS TO YOUR
CUSTOMERS, AS VERY FEW KNOW THEM

HOW TO FIT RUBBERS

Rubbers must be well-fitted if they are to give good service.

If fitted too short or too long, when worn over a run-down heel they cannot give satisfactory wear.

High-heel rubbers on low-heel shoes (or vice versa) will break out at the heels.

Care should be taken to select the right style of toe and heel, as well as the proper width.

Footholds will be found the safest rubber to fit over high-heel leather shoes where the dealer has no high-heel rubbers in stock of the proper last or width.

In fitting rubber boots, care should be taken to see that they are not too large. If they are, they may wrinkle badly and will not give as satisfactory service as when well fitted.

SEE THAT YOUR CLERKS THOROUGHLY UNDERSTAND
HOW TO FIT RUBBERS PROPERLY

REMEMBER THESE FACTS

1st. We operate on the "Square Deal" policy and one-price basis.

2nd. We prepay freight charges.

3rd. Our distributing and delivery facilities are unequalled, and the "service" we give you is unsurpassed. We maintain 28 branches throughout Canada with full stocks.

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
SELLING AGENTS
MONTREAL

Foot-Prints

VOL. II

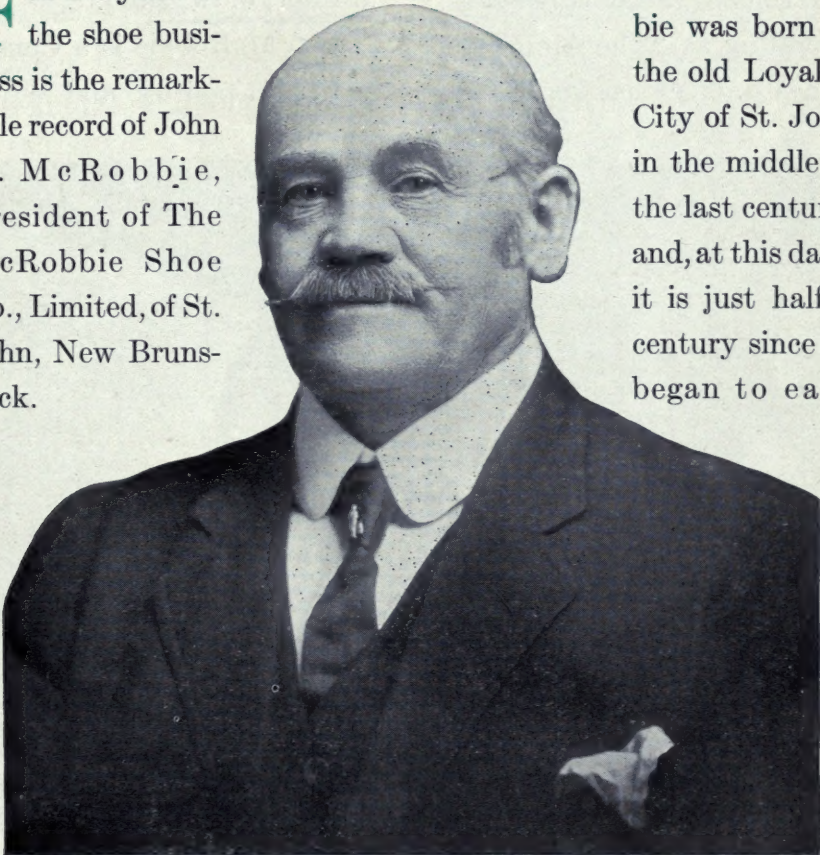
JUNE, 1914

No. 8

Men Who Count

FIFTY years in the shoe business is the remarkable record of John H. McRobbie, President of The McRobbie Shoe Co., Limited, of St. John, New Brunswick.

Mr. McRobbie was born in the old Loyalist City of St. John in the middle of the last century, and, at this date, it is just half a century since he began to earn



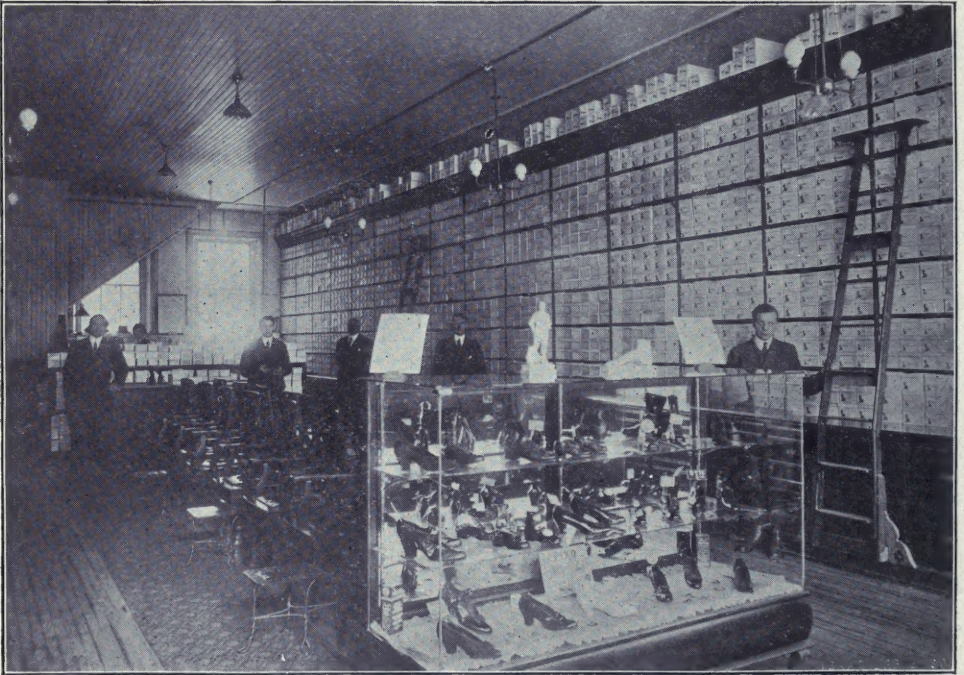
JOHN H. McROBBIE

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his own living as a small boy in a shoe store. Ever since then he has continued to be connected with the shoe business, in its departments of manufacturing, jobbing and retailing. He also has two sons in the shoe business, operating as "The McRobbie Shoe Co., of Vancouver, B.C.,"

and, needless to say, they are keeping up the record and showing themselves to be "chips off the old block." His daughter Ella has also decided to remain in the shoe business, having recently married Mr. F. L. Hunter, of St. John.

Mr. McRobbie is a Conservative in politics, and has al-



INTERIOR OF THE McROBBIE STORE

ways taken a lively interest in civic matters in St. John, having been Alderman, Chairman of the Treasury Board, Deputy Mayor, and Chairman of the Board of Assessors. He has also served as President of the Board of Trade.

One of his ancestors was the well-known Major McRobbie of the Scottish Lancers, and this fact probably explains, from the standpoint of heredity, the keen interest he has always had in military matters. Mr. McRobbie was connected with the Militia of Canada for over forty years, and became major in the 8th Princess Louise's New Brunswick Hussars. He is still a keen rifle shot and has, on more than one occasion, won a place on the Bisley Team.

Interior and exterior views of Mr. McRobbie's store are shown in this issue of "Foot



THE HANDSOME FRONT

Prints." He conducts a very large and wholesome business, and uses up-to-date methods of every kind and description.

He caters to the best class of trade in St. John and vicinity, and handles "Merchants" Brand rubbers with much success.

The New Fleet Foot Show-Card

Size 11 x 14—Printed in three colors



If you handle Fleet Foot Shoes and have not received one of these handsome Show-Cards, write to our nearest branch for one.

Rubber-Footwear Show Cards

These Cards are being Shipped with placing Orders

"MERCHANTS"

RUBBERS

"MERCHANTS"

"JACQUES CARTIER"

CLAQUES

"JACQUES CARTIER"

"GRANBY"

K Stands for KIDDIES,
Who play on the street,
Buy all of them RUBBERS
For their little feet.



"GRANBY"

Foot-Prints

Both French and English

For Jacques Cartier, Merchants, Granby and Maple Leaf Brands

"MERCHANTS"

S For SNOW and SLUSH,
So sloppy and wet,
But you needn't worry
If our RUBBERS you get.



BUY THIS BRAND.



"MERCHANTS"

"JACQUES CARTIER"

B Signifie *BAMBINS*
Qui jouent et s'amusent,
Achetez-leur a chacun
Des **CLAQUES**
qui jamais ne s'usent!



Mark of Quality
ACHETEZ CETTE MARQUE



"JACQUES CARTIER"

"MAPLE LEAF"

A Stands for *ARCTICS,*
So comfy and warm,
Wear them all Winter
And defy the worst storm.



BUY THIS BRAND.



"MAPLE LEAF"

Just the Thing For Your Window

Be sure to get a set

"GRANBY"

D

Stands for DADDY,
Who works all day long,
He wears

RUBBER BOOTS

To keep well and strong.



"GRANBY"

"JACQUES CARTIER"

R

Stands for "RUBBERS"
So useful and neat

Buy a pair now,

Then you can't get wet feet.



"JACQUES CARTIER"

"JACQUES CARTIER"

B

Stands for BLIZZARD

Believe me--"some" storm;

Buy a pair of good ARCTICS

And keep dry and warm.



"JACQUES CARTIER"

The Problem



HOW CAN I FIT THAT FREAK HEEL?

The Solution



WITH A FOOHOLD, OF COURSE!

— ≡ LAUGH ≡ —
AND THE WORLD LAUGHS WITH YOU



The waiter who bawls out his order to the cook in the kitchen may soon be as extinct as the dodo; but his cries should live forever.

"Mutton broth in a hurry," says a customer. "Baa-Baa in the rain! Make him run!" shouts the waiter.

"Beefsteak and onions," says a customer. "John Bull! Make him a Dago!" shouts the waiter.

"Where's my baked potato?" asks a customer. "Mrs. Murphy in a sealskin coat!" shouts the waiter.

"Two fried eggs. Don't fry 'em too hard," says a customer. "Adam and Eve in the garden! Leave their eyes open!" shouts the waiter.

"Poached eggs on toast," says a customer. "Bride and groom on a raft in the middle of the ocean!" shouts the waiter.

"Chicken croquettes," says a customer. "Fowl Ball!" shouts the waiter.

"Hash," says a customer. "Gentleman wants to take a chance!" shouts the waiter. "I'll have hash, too," says the next customer. "Another sport!" shouts the waiter.

"Glass of milk," says a customer. "Let it rain!" shouts the waiter.

"Frankfurters and sauerkraut, good and hot," says a customer. "Fido, Shep and a bale of hay!" shouts the waiter; "and let 'em sizzle!"

Court Officer (at the end of the fifth day, the jury being still unconvinced)—Well, gentlemen, shall I, as usual, order twelve dinners?

Foreman—Make it eleven dinners and a bundle of hay.

"Mary, why didn't you sound the dinner-gong?"

"Please 'm, I couldn't find it."

"Why, there it is on the hall table!"

"Please 'm, you said this morning that was the breakfast-gong."

"Vy, fader, vatever makes you look so miserable? Ain't we marryin' Rebecca to young Oofenstein to-morrow and——"

"That's just the trouble, me poy. I hates 'avin' to give 'er away."

"Are you going to have your house painted this spring, Mudge?"

"No; but I shall have to paint the stairs or the back door or something. Mrs. Mudge never thinks she has cleaned house unless she can smell paint."

He—I enjoyed the melodrama immensely.

Another He—Why? It wasn't particularly good.

He—It's the first occasion on which my wife shed tears for which she couldn't blame me.

Millie—So you loved and lost, did you?

Willie—Oh, no, indeed! She returned all my presents!

Lady (who has been remonstrated with for giving whelks to her baby)—I like you tellin' me 'ow to bring up children—me, as 'ave buried seven of my own.

"I hope you don't mind my asking," said a woman diffidently, "but should I call you professor or doctor?"

"Oh, call me anything you like," was the great man's rejoinder. "Some people call me an old idiot."

"Really?" the lady murmured, with sweet innocence. "But then, they would be people who knew you intimately."

"I had a tough time delivering the mail yesterday," declared the postman.

"How was that?"

"Had a bulldog and a chunk of liver in the same delivery!"

"That's a nice dog you have there! What do you call him?"

"Mechanic."

"My! what a queer name! How did you come to call him that?"

"I took a flying kick at him the other day, and he made a bolt for the door."

"Did you water the ferns in the drawing-room, Norah?"

"Yes, mum. Didn't ye see the water drippin' on the carpet?"

A caller was told by an Irish maid that her mistress was out.

"Are you sure?" persisted the visitor.

"Would ye doubt the loidy's own words?" indignantly replied the maid.

"Pa, what is scientific salesmanship?"

"Selling a dress suit to a man who went into the shop to buy a celluloid collar."

Modest suitor: "I am going to marry your sister, Willie, but I know I am not good enough for her."

Candid Little Brother: "That's what sis says, but ma's been telling her she can't do any better."

A pompous physician who was inclined to criticize others was watching a stone-mason build a fence for his neighbor, and thought the mason was using too much mortar. He said:

"Jim, mortar covers up a good many mistakes, does it not?"

"Yes, doctor," replied the mason, "and so does the spade."

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STORE OF PORTER & ROBBINS, YARMOUTH, N.S.



MR. PORTER

MR. ROBBINS

Keep Your Dollars Working

Don't Allow Them to go to Prison

MANY a retail shoe dealer sends a large proportion of his dollars—his capital—to prison for twelve months or longer, when he should keep them free and working.

If you put a man in prison, his earnings stop. In this respect, dollars are very similar to men—a free dollar can do more and earn more than one that is imprisoned.

It has been very aptly said that a dollar invested in merchandise goes to prison until released by the sale of that merchandise. So, under normal conditions, the longer the period between buying and selling, the smaller are the earnings of that dollar.

If a shoe retailer makes a net profit of ten per cent. on each turn-over of a dollar, it is evident that he should endeavor to regulate his purchases so that his dollar may be freed and re-invested three or six times a year, than to buy so that it will turn but once or twice in twelve months. By the former plan, his dollar earns from three to six times as much as by the latter.

Readers of "Foot Prints" may remember that, in the April issue, Mr. F. A. Guinivan, proprietor of the WALK-OVER SHOE STORE in Montreal, was quoted, as follows:

"With regard to turning the stock, it is Mr. Guinivan's opinion that it

should be turned at least three times a year, in a general store, and five times in a specialty store; the smaller the town the oftener the turn-over. He believes that the secret of turning the stock lies in few styles and lots of sizes."

In our May issue, Mr. W. H. Willis, a retailer in Wingham, Ont., said:

"I am anxious to learn how this can be done, as I can assure Mr. Guinivan that, in the ordinary town of from 2,000 to 4,000 population, very few retailers turn over their stock more than one and one-half times a year, and, in fact, find it very difficult to do that."

Mr. Guinivan now replies, as follows:

"Regarding the letter from Mr. Willis, of Wingham, Ont., in the last issue of "Foot Prints." If Mr. Willis can only turn his stock once or once and a half, yearly, there is something wrong. Considering the small margin of net profit there is in shoes and the depreciation on the stock, one would be better off with their money invested in first mortgage bonds, unless they can turn their investment in shoes oftener.

"It is hard for one to tell Mr. Willis the cause of his trouble without first seeing his stock; but the two gravest errors a shoe merchant makes are, first: buying from too

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many conflicting firms; and, second only buying twice a year, or, in other words, buying enough shoes in March and September to last the full season. A merchant conflicting his buying, invariably over-buys, not only in the number of pairs but on styles, having too many of some style and none of others that he should have purchased.

"By deciding on one good firm to a grade, and confining his purchases to that firm, he can buy more intelligently and in very much less volume. I will not take your valuable space to go into detail, but am willing to do so should Mr. Willis request it.

"The second and most important change to be suggested is to refrain from buying too heavily twice a year. A merchant, by giving his stock careful consideration, will be surprised to find that over two-thirds of his styles are very staple and do not change with any degree of rapidity. These should be ordered in small lots as often as he requires sizes, anticipating his wants three weeks in advance if the shoes have to be made, or ordering more often and a less number of pairs if he can secure goods from a stock department.

"This holds good in about all of his children's lines and over one-half of his men's and women's. Even in the case of his rubbers and felt goods, he would make more money in the end by ordering less heavy in advance, and sizing up later on, as his requirements demand.

"This leaves the novelties to be purchased twice a year, and a merchant would be surprised to find how few of these he can get along

with, providing he can fit his customer properly on a less extreme style. Then again, providing the styles on his staple shoes change slightly from time to time, he can size up the change as he works off the older style, which would tend to not only keep his stock smaller, but cleaner.

"These facts are very common knowledge with the shoe trade, but very few try to execute them. If Mr. Willis wishes any more definite information, I will be pleased to answer any questions he would care to ask."

Summed up, Mr. Guinivan's advice is:

Watch your stock.

Buy in reasonable quantities.

Buy frequently.

In other words: "KEEP YOUR DOLLARS WORKING."

In the purchase of rubber footwear, it is a comparatively easy matter to "keep your dollars working," if you avail yourself of C. C. R. Co. goods and C. C. R. Co. service.

In handling any of our well-known brands, it is not necessary for a retailer to over buy when giving his placing order. Why? Because he knows that, when the retail selling season rolls around next winter, he will be able to sort up within forty-eight hours.

Our "SERVICE" is the safety valve of the rubber footwear trade. It keeps the retailer's dollars working all the year round.

The moral is obvious: Give your patronage to the manufacturer who does his utmost to enable you to turn over your stock as often as possible—who keeps your dollars out of prison

FLEET FOOT

SHOES

FOR EVERY SPORT
AND RECREATION

**MAIL
YOUR SORTING ORDER
TODAY**

(SEE PAGES 20-30.)

FLEET FOOT**MARATHON BALMORAL**

The favorite for cross-country and long-distance running.

Blue-Black Duck Top, Leather Insole.
(Tan Duck Top made to order.)

FLEET FOOT

SPEEDER BALMORAL



For the 100 yard dash and short-distance racing. The rubber spikes grip the earth and prevent lost motion.

Blue-Black Duck Top, Leather Insole.
(Tan Duck Top made to order.)

FLEET FOOT**SUREFOOT BALMORAL**

For the high jump and the long jump.
The lateral and transverse rubber bars
give the athlete a "purchase" that no
other shoe will.

Blue-Black Duck Top, Leather Insole.
(Tan Duck Top made to order.)

FLEET FOOT

RECREATION OXFORD



White Buckskin Top. Leather Insole.
Very popular among tennis players. An
excellent shoe for summer sports.

FLEET FOOT**YACHTING BALMORAL**

Give the finishing touch to the Yachtsman's apparel. The Honeycomb Sole prevents slipping on wet decks.

Becoming more popular every season, not only among adults, but with all members of the family.

White Duck Top, Blucher Cut, White Rubber Sole, Leather Insole.

Made in Men's, Boy's, Youth's, Women's, Misses' and Child's.

FLEET FOOT

YACHTING OXFORD



Unusually popular with the ladies who appreciate a dressy shoe for themselves and their children.

Same construction as Yachting Balmoral.

FLEET FOOT

IDLER BALMORAL



Just the thing to wear at the Summer
Cottage, or for a stroll in the fields.

White Duck Top, Leather Insole.

FLEET FOOT

BOWLER BALMORAL



For outdoor bowling. White or Red
Smooth Sole. White Duck Top, Leather
Insole.

FLEET FOOT**ATHLETE BALMORAL**

This, and the Athlete Oxford, are the most popular all-round shoes for sport and recreation, particularly with those who cannot afford to purchase the more expensive Styles.

White, Tan or Blue-Black Top, Leather or Cotton Insole.

Made in Men's, Boy's, Youth's, Women's, Misses', Child's and Infant's.

FLEET FOOT

ATHLETE OXFORD



The low shoe par excellence. Same construction as Athlete Balmoral.

FLEET FOOT**HOLIDAY OXFORD**

Another popular and economical outing shoe for the entire family.

Blue-Black Top, White Canvas Lining,
Cotton Insole.

FOR YOUR CONVENIENCE WE CARRY AT
ALL OUR WAREHOUSES LARGE STOCKS OF

“MAPLE LEAF” RUBBERS
“GRANBY” RUBBERS



THESE BRANDS ARE FULL OF
“GOOD STUFF”



WE HAVE THE EXCLUSIVE SALE OF THE ABOVE LINES

AMES HOLDEN MCCREADY LIMITED
THE BIG QUICK SERVICE HOUSE

BRANCHES AT

VANCOUVER CALGARY EDMONTON WINNIPEG
TORONTO MONTREAL ST. JOHN

SUMMER TIME

IS

FLEET FOOT

TIME!



Canadian Consolidated Rubber Co.
Montreal, P.Q. **Limited**

28 Branches Throughout Canada

